

VILLAGE OF

# Antioch



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## MARKETING PLAN

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## **MARKETING**

**IMPLEMENTATION** 19

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*September 2021*

## **PURPOSE** *how to use this marketing plan*

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*This marketing plan is your road map for how to better communicate with residents and visitors alike. There are four guiding priorities that organize the plan. Within each section, key initiatives are numbered—all with associated timelines and action steps. The plan includes both near- and longer-term initiatives organized to be an implementable resource for Village marketing and communications into the future.*



# OBJECTIVE 1: Reorganize Around Central Communications Hub

## 1.1 ESTABLISH EXPLORE ANTIOCH

*August—September 2021*

Residents and business owners are agnostic about who does what. They want an easy place to go for complete information. Visitors feel the same way—they want to find one website that has the information they might want about what to do and see in Antioch. While the name of the communications hub is not final, Explore Antioch, Experience Antioch, and Enjoy Antioch are options being considered. While not entirely unique, this name speaks to residents and visitors broadly enough to encompass the core mission of the entity—to promote Antioch events, businesses, recreation, and more.

The communications hub should be endorsed by all the key players—Chamber, Economic Development

Task Force, etc.—but one entity should serve as the "home" or coordinator of the hub. In this case, it makes sense that the Village serves as the administrator.

Think of hub functions as a pie chart. Each group/entity has a role to play (a segment of the pie) in support of the overall strategy. For example:

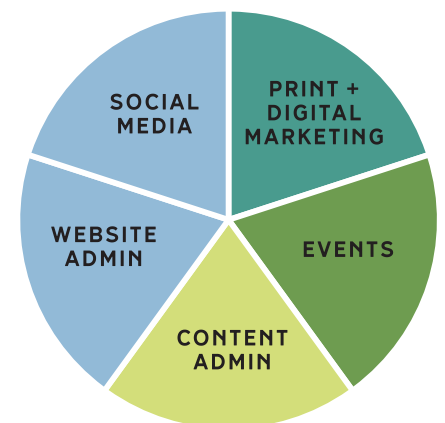
- Village Communications Staff is responsible for managing all social media, website, and marketing
- Chamber + Village Events Manager is responsible for event programming
- Economic Development Task Force will serve as the hub advisory board

### ACTION ITEMS:

- Establish buy-in from Chamber and Economic Development Task Force
- Familiarize Village Communications Staff with initiative



### ROLES + LEAD:



- Village Communications
- Chamber of Commerce
- Economic Development Task Force
- Village & Chamber Collaboration



# 1.2 CREATE EXPLORE ANTIOCH WEBSITE

*September—November 2021*

A creative, engaging, and accessible website will provide a platform to promote and expand awareness of everything that is happening in Antioch. The website will use marketing photos, videos, links to local businesses, and itineraries to highlight attractions, heritage storytelling, businesses, and special events.

## ACTION ITEMS:

- Use SquareSpace to create website template and purchase domain name—[exploreantiochil.com](http://exploreantiochil.com)
- Use photography from Carole Lynn to populate the website
- Brand website using Brand Guidelines
- Utilize Squarespace web designer to customize pages
- Use graphic designer, as needed

## Explore ANTIOCH



## AUTHENTIC BY NATURE

Whether you're here for a lifetime or a day, Antioch is a place to breathe easy. Its access to the Chain of Lakes and thousands of acres of wooded preserves—coupled with its laid-back, small town vibes—are an antidote for the overloaded. Lose yourself in nature by hiking the preserves, horseback riding and cross-country skiing along the State Park trails, or simply looking up at the hundreds of stars in our expansive night skies. Make your way down Main Street, taking in the vintage vibes of the historic buildings—home to locally-owned bars and coffee shops, restaurants, and antique stores. Or connect to the people that make this place feel like home at one of Antioch's concerts, parades, or events that fill the streets and parks.



## DRAFT SITE MAP:

### Homepage:

- Top banner with photo and logo
- Antioch Story
- Video of Antioch
- Photos lead to sub pages: Savor, Shop, Explore, Events

### Events:

- Filterable collaborative calendar
- Events linked to source site with more details/link to purchase

### Explore:

- Link to different itineraries organized by theme (family, lake life, historic buffs, etc.)
- List of companies that offer activities, such as boat rentals, fishing charters, wake board lessons, and horseback riding

### Eat:

- At top of page, gallery of images of key restaurants
- Custom google map embedded with recommended restaurants pinned

### Shop:

- At top of page, gallery of images of key stores
- Custom google map embedded with recommended shops pinned

### Drink:

- At top of page, gallery of images of key watering holes
- Custom google map embedded with recommended bars pinned

### Footer:

- Social icons | Newsletter sign-up | Contact

# 1.3 ESTABLISH EXPLORE ANTIOCH SOCIAL CHANNELS

September—October 2021

Explore Antioch should be active on Facebook and Instagram. The channels should have three core content categories:

- **Photography that celebrates the incredible offerings in and around Antioch.** In addition to using the library of images that Antioch has built through this process, the account could host photo contests to encourage Antioch residents and visitors to post photos of the area with the tag #exploreantioch. These photo contests would further add to the library of images the account can use to promote this place. Photos in this bucket will likely gear more around outdoor explorations.
- **Upcoming events:** Explore Antioch should be responsible for promoting the many events in the community, regardless of host. Use the branded events template to create events posts. Share posts from other users, tagging other accounts as often as possible.
- **Showcase businesses in Antioch, focusing on the people behind the business whenever possible.** Explore Antioch should also share posts from business owners' social channels (to Facebook feed and Instagram stories). This bucket will focus on Downtown businesses, though photos and videos of all businesses can be shared

See social media tips on page 8.

## ACTION ITEMS:

- Create social accounts on Instagram and Facebook
  - » Consider shifting existing Shop Antioch page into Explore Antioch.
- Promote social accounts on existing pages, such as Absolutely Antioch, as well as on the website and in e-newsletters.
- Create content calendars, planning 1-2 months ahead. Consider scheduling posts ahead of time using the Facebook for Business suite.
- Use social accounts to boost content that attracts your target audiences, such as excellent photography of places to visit in Antioch that link back to itineraries on the website.

## TARGET AUDIENCES:



### ANTIOCH MOMS

Residents ages 30-45, with young to teenage kiddos.

#### CHANNELS:

Instagram • Facebook • E-Newsletter



### SOCIAL X-BOOMERS

Ages 45-65, live in Antioch or nearby. Kids are older and/or out of the home.

#### CHANNELS:

Facebook • E-Newsletter • Print



### SUBURU SET

Families that live outside of Antioch. Ages 30-45, with young to teenage kiddos.

#### CHANNELS:

Instagram • Facebook • Radio • Influencers



### CITY DAYTRIPPER

Windy City or Brewer Fans looking for a day away. Ages 22-35.

#### CHANNELS:

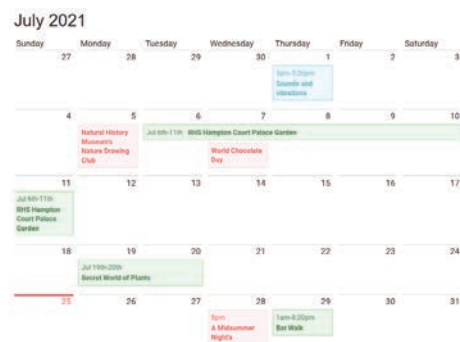
Instagram • Facebook • Influencers

# 1.4 ESTABLISH COLLABORATIVE EVENTS CALENDAR

January—February 2022, Ongoing

One of the main issues we heard from stakeholders was that there isn't a comprehensive events calendar for everything happening throughout Antioch. The Explore Antioch website should be host to a filterable calendar that can be searched by category (family friendly, drinking and dining, community celebration, etc) and allows users to submit events for approval. Below are a few options for calendar software that include these features.

## TOCKIFY



### FEATURES:

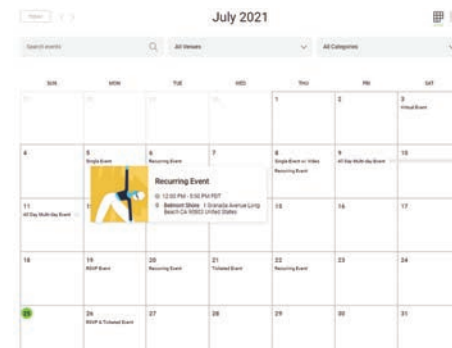
- Fairly simple user interface that allows for event categories and search
- Detailed visual customizer to match your calendar to your website
- Accepts user submissions
- Integrates with Wordpress and Squarespace

### INVESTMENT:

- Paid plans start at \$9 / month

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## LOXI



### FEATURES:

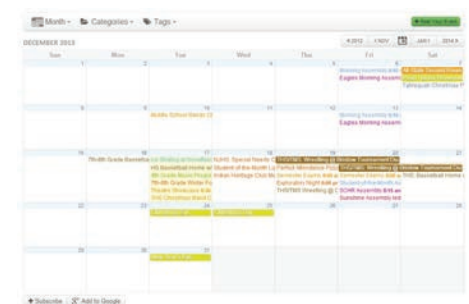
- Sleek modern look and feel
- Allows users to search for events by category, tag, venue, organizer, day of the week, time of day, and price
- Integrates with Wordpress and Squarespace
- Workaround to accept user submissions, but not streamlined

### INVESTMENT:

- Paid plans start at \$89 / year (≈\$7.50 / month)

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## TIMELY



### FEATURES:

- Calendars with media files, categories, tags and filters
- Integrated functionality for signing up to events and selling tickets
- Import events from Facebook and other sources
- Accepts user submissions
- Integrates with Wordpress and Squarespace

### INVESTMENT:

- Paid plans start at \$17.5 / month.

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## ACTION ITEMS:

- Once website is live, sign up for calendar app.
- Identify where to source events from, and reach out to key people/organizations to submit events .
- Send reminder emails to key people/organizations monthly requesting event submissions.



# 1.5 EXPAND INTO TRADITIONAL MARKETING

*Timeline: Ongoing*

Once the Explore Antioch communications hub is established on the website and social media, expand into traditional marketing channels to reach your target audiences. Marketing materials should build off of the brand story and be created with your identified target audiences in mind.

This could look like the following:

- Yearly print marketing piece that can be distributed to business owners and hospitality industry
  - » Highlight local itineraries, places to stay, and potentially an illustrated map of the area
- Boosted social media posts—both for key events (boosted locally) and for content promoting the exploration of Antioch more broadly (boosted regionally to your target audiences)
- Influencers (1-2 a year) that visit and post
- Radio ads (2-3 a year) for key events/seasonal explorations
- Promotional video
- Coordination with Lake County Visitors Bureau to promote website and key events

## *Estimated Costs:*

- \$1.5K yearly for social media marketing (boosted posts directed to target audiences)
- \$5k yearly/every other year for design and production of print marketing piece
- \$1.5k yearly for 3 radio ads
  - » Increase over time
- \$1.5k yearly for influencers
  - » Increase over time
- \$15k for promotional video (videography and art direction)
  - » Use existing videos and photography to start

## *ACTION ITEMS:*

- Consider which social posts should be boosted based on content, and explore the Facebook Ads platform to boost to Facebook and Instagram
- Identify local and regional influencers, looking for people with more than 15k followers whose interests and personality align with those of your target audiences
- Craft content for print marketing piece and work with a graphic designer to layout
- Explore the iHeardRadio ad builder to craft radio ads, using the brand story as a guide for copy, including a strong call-to-action

## ITINERARIES



### FAMILY FUN

- Breakfast at Vegas Café
- Horseback riding at Chain O'Lakes State Park
- Burgers at the Lodge for dinner or pasta at Oliverii North, plus you can't miss dessert from Lovin Oven
- Catch a show at the Bandshell's Thursday Concert Series, a movie at the Antioch Theatre, or a pay at PM&L to top off your evening



### LAKE LIFE

- Breakfast at Granny's Lakeside Diner
- Rent a boat at CJ Smith and anchor at the Sand Bar
- Pull up and dock your boat for Lunch at Captain's or Sandbar & Grille
- Fish for walleye on Lake Marie—many anglers consider this the best fishing spot in the Chain
- Dinner at Port of Blarney on Blarney Island or Friday Fish-fry Dinner at Steitz's. Top it off with a sunset cruise
- Stay the night at one of the adorable cottages at the Cypress Resort



### HISTORY BUFFS

- Antique shopping at Family Heirlooms or Hannah's Home Accents
- Walk to the Hiram Buttrick Sawmill for a self-guided or group tour
- Check out the Pickard China Company for world-class china
- Visit the Mineola Hotel in Fox Lake, where Al Capone and other prohibition-era gangsters once spent their weekends



# OBJECTIVE 2: Focus on Inbound Marketing

## 2.1 CHANGE THE NARRATIVE

### *Ongoing*

In order to foster positive conversation about the Village and celebrate all that is Antioch, we need to shift the narrative and start to build a common vocabulary that elevates the unique character of this place. Here are a few ways to do that:

- Tell the story of Antioch early and often, using the story, key words, and brand personalities from the Brand Guide.
- Provide all brand ambassadors with the brand guidelines and key messaging as suggested ways to frame the way they speak about the Village. Brand and messaging trainings could be a great way to roll this out.
- Use short, shareable stories on social media that highlight what makes Antioch so special.
- Push out positive content about what's going on in the community (both from the Village side (i.e. investments in downtown or a new skate park) and resident side (i.e. volunteering, small businesses banding together, etc.)

### **ACTION ITEMS:**

- Places to use this language include:
  - » Village Website
  - » Village Board Meetings
  - » Event Marketing
  - » Social Media
  - » Press Releases





## 2.2 ENGAGE WITH RESIDENTS ON SOCIAL MEDIA

### *Ongoing*

Surveys conducted throughout this process indicate that 47% of respondents find out about Village offerings and events from the Village Facebook page. The Village's new communications staffer should shape social media content that residents will want to positively engage with. Encouraging engagement means responding to comments—the good and the bad. This includes correcting misinformation, answering direction questions, and directing residents with concerns to upcoming public meetings. It also means expanding engagement past the STP (Same Ten People). This can be done by:

- sharing and commenting on other peoples posts.
- inviting people to like your page.
- putting out positive content and encouraging people to share.
- not avoiding posting or responding to comments on social media out of fear of these “negative Nancy’s.” While they may be louder than the rest, they do not always represent the sentiments of the community at large.

### **ACTION ITEMS:**

- Once a dedicated communications staffer is in place, update Village guidelines on responding to social media comments.
- New internal guidance can outline Village responses to different types of comments. This can include responding with “*Thank you!*” or “*We agree!*” on positive comments, and a “*Thanks for your input—you can share your thoughts at the upcoming Village Board meeting. [Link calendar].*” on critical comments.
- Always answer direct questions.
- Grow your followers through boosted posts, active sharing, and inviting people in other Antioch Facebook groups to like your page.



## 2.3 BUILD PUBLIC RELATIONS CAPACITY

*Focus starting in early 2022, Ongoing*

Improving the Village's public relations is so much more than putting out press releases. In fact, it shouldn't rely on press releases at all. It starts with being proactive about what positive community stories can be shared by residents and the Village, and then having media relationships at the right outlets to help you do so. Below are some tips to start building the Village's public relations capacity.

### TIPS & ACTION ITEMS:

- **Consider content, angle, and timing.**

When there is something interesting happening in Antioch, be thoughtful on

giving it an angle—a storyline that is relevant and grabs people's attention. Timing is also important—consider both when this story being published would be best for the Village, and when it might fit into a larger conversation on the topic.

- **Build a media list.**  
Create a list of media outlets that publish content that is relevant to the Village, or that reaches the Village's target audiences.
- **Identify key writers and build relationships.**  
Media outreach is different than media relations. Building relationships with key people

takes time but pays dividends.

- **Send pitches, not press releases.**  
Writers want to collaborate on developing a story. A good pitch has an attention-grabbing subject line and is short—between 100-200 words.
- **Highlight photos and visuals.**  
A story along with a great photo or visualization is much more appealing to publishers.
- **Share, share, share.**  
Once a story is published, share it on all social platforms. This includes leveraging the social and professional networks of Village staff, mayor, and trustees.

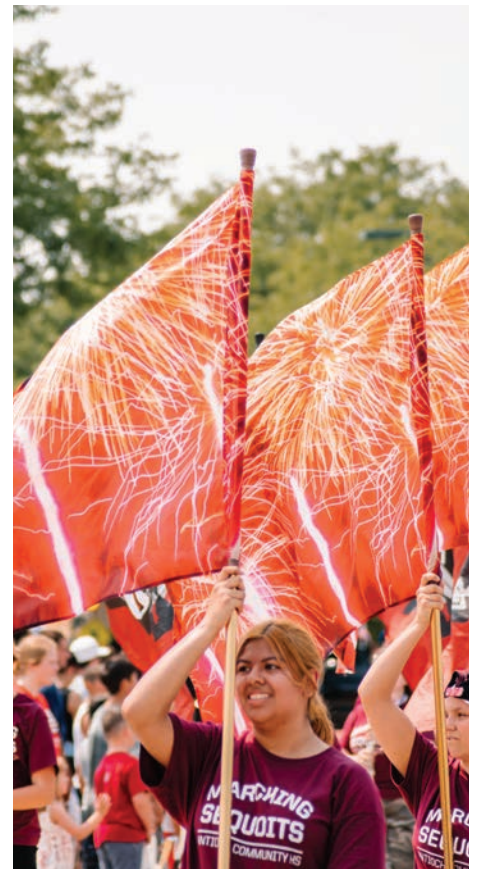
## 2.4 EXPAND THE PRESENCE OF THESE COMMUNICATIONS STRATEGIES

*Ongoing*

Build up momentum behind this project and introduce staffers from different departments and different agencies (Library, Township, Parks, Visit Lake County) to help tell these stories of Antioch in a unified way. This not only shows a united front but also reinforces and strengthens the messaging that residents and business owners receive through all channels and all Antioch public entities.

### ACTION ITEMS:

- Reinstate quarterly communications check ins among various village agencies, including: Public Library, Township, Parks Department, Village, and Chamber.
- Share marketing plan, brand guide, and photography library with Visit Lake County.
- Encourage Visit Lake County to promote the Explore Antioch website and social pages.







# OBJECTIVE 3: Improve Village of Antioch Digital Communications

## 3.1 SHIFT CONNECTIONS MAGAZINE TO A WEEKLY E-NEWSLETTER FORMAT

*September—November 2021*

The mission of Connections is strong—bring all information from different taxing bodies together in one place. But in execution, the quarterly distribution is too infrequent to provide relevant information to residents. We heard that developing content for the magazine is a challenge, and most of the content ends up being editorial rather than informational. The cost of distributing a print magazine four times a year with editorial content doesn't meet the mission.

In coordination with the different Connections partners, we recommend redesigning Connections Magazine into Connections Newsletter—a monthly e-newsletter. The newsletter could contain informational updates from each taxing body, as well as editorial content that could link back to the

connections website. The newsletter could also cross-promote the Explore Antioch events calendar.

We also heard that some Antioch residents still rely on print content. To meet the needs of these residents, we recommend creating a print version of the Newsletter and distributing copies of it to Village Hall, the Public Library, and the Senior Center. These can be simple, stapled copies of a PDF export from the e-newsletter—reducing the cost burden of print while still making available to those who rely on it.

This shift should be messaged as *Connections adapting to the times*—responding to the need for more frequent information, while also honoring the needs of those without digital access, all with the best use of tax payer dollars in mind.

### ACTION ITEMS:

- Convene all Connection Magazine partners and gain consensus on new direction
- Work with existing contractor to adjust their scope and role
- Message the change consistently through all taxing bodies'
- Encourage sign-ups for the Connections e-newsletter on all taxing entities' websites and social media pages
- Share the e-newsletter on all entities social pages

## 3.2 INCREASE OVERALL COMMUNICATION

### *Ongoing*

In our public surveys, we asked how Village communications could improve. The main feedback we received was MORE—more social posts, more e-newsletters, more online calendars. People want to know when events or meetings are happening and then be reminded again when they are coming up. Communications must be professional, relatable, and most importantly, *frequent*.

### **ACTION ITEMS:**

- Increase staff capacity by hiring a dedicated communications person (*in progress*).
- Coordinate among departments to identify public updates that can be and should be shared.
- Develop monthly communication calendars to coordinate updates among social media, e-newsletter, and plan media pitches.

## RESIDENT FEEDBACK:

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*“Communications must be consistent, transparent, and personal.”*

*“I appreciate Facebook updates -but when things are posted way in advance (like Groot bulk pick up days) a reminder as it gets closer would be good!”*

## 3.3 MAKE TARGETED UPDATES TO THE VILLAGE OF ANTIOCH WEBSITE

*August—September 2021 (branding), January—March 2022*

Municipal websites are critical to effective public communication. They are also often difficult to navigate, dense with content, and not particularly user friendly. Below are some priority items to take action on to improve the Village website.

### **ACTION ITEMS:**

- **Prepare a content audit.**  
The current website has too many sections, subsections, and cross listings. Internally, or with a consultant, prepare a content audit and content strategy for the website.
- **Combine Calendars.**  
The Village calendar and Parks & Rec calendar should be combined in one, with the ability for the user to filter between categories. The Village calendar page should direct residents to the Explore Antioch calendar for more community wide events, whereas the Village calendar should focus on upcoming meetings.
- **Modernize Online Ordinances.**  
Work with a municipal vendor, such as Municode, to make ordinances, minutes, and other municipal documents searchable and more user-friendly.

- **Update Branding.**  
Using the Village Brand Guide, update the Village logo, colors, and photography throughout the site. Additionally, incorporate the Village story and brand personality within web content.

**55% OF USERS LEAVE THE SITE AFTER VISITING ONE PAGE**

**87% OF USERS ARE NEW VS. RETURNING VISITORS**



## 3.4 TARGET SOCIAL MEDIA CONTENT TO DIFFERENT CHANNELS

### Ongoing

Once Explore Antioch social pages are established, you will need to determine what content to post on Village channels vs. Explore Antioch channels, and which content should be cross posted to both. The below matrix can be used as a guide—both for creating content for social media and for deciding what should live where.

CONTENT TYPE	VILLAGE SOCIAL Lead	EXPLORE ANTIOCH SOCIAL Lead	CROSS POST Share
<b>Municipal Updates</b> (road closures, snow removal, public health information)			
<b>Public Workshops, Surveys, + Engagement Opportunities</b>			 when applicable
<b>New Businesses + Business Promotions</b>			
<b>Celebrating Antioch:</b> Local Stories + Photos of the Community			
<b>Celebrating Antioch:</b> Experiences, Explorations, + Photos of Places			

### ACTION ITEMS:

- Use the above matrix as social content is developed and shared
- Know your audience (see page 5). Consider them when crafting content.

## SOCIAL MEDIA BEST PRACTICES

- **POST PHOTOS:**  
Photos, particularly those with people, receive more likes and engagements than graphics (images with text).
- **POST REGULARLY:**  
Ideally, once a day. The more you post, the more you grow.
- **USE THE FEATURES:**  
New features, like Instagram Reels or Facebook Live, get prioritized in the feed. Try out new features as they launch!
- **SHARE POSTS OR PHOTOS YOU'RE TAGGED IN:**  
Show your community love by re-sharing posts to your story from others that tag the your account or use the #authenticbynature hashtag
- **USE VSCO FOR PHOTO EDITING:**  
Have a mediocre photo to that needs some love? The VSCO app is a great app for photo editing. Try and use the same few filters so your feed looks consistent.
- **USE A LOCATION TAG:**  
Using the location tag on all of your posts makes them more discoverable by people who are not already following you.
- **TRY OUT LINKTREE:**  
Linktree is a free resource that allows you to share many different links on Instagram and be able to use the phrase "link in bio" without changing the link every time.
- **RESPOND TO COMMENTS:**  
It can be time consuming, but it signals to the algorithm and to your followers that you care about your community.
- **FIND YOUR PEOPLE:**  
Identify local influencers, photographers, or other active accounts in the area. Share their posts and engage with them!
- **CHECK YOUR NUMBERS:**  
Once a month, use the insights tools to see what posts are performing well and what you can learn.
- **HAVE A VOICE:**  
Your accounts should reflect your identity: relaxed, nostalgic, big-hearted, storied, evolving. Don't worry about your pages being overly curated, but make sure they feel true to place!



# OBJECTIVE 4: Think Strategically about Events & Placemaking

## 4.1 MAKE CHANGES TO ANTIOCH'S REGULAR PROGRAMMING

*September—December 2021, Ongoing*

As a part of this communications planning process, Antioch residents and businesses were surveyed on community programming and events. We received 156 responses were gathered over a three week period. While this is not a representative sample of the community, we believe that the insights gained are worth considering.

It is worth noting that many of the Chamber of Commerce events that were surveyed are designed to bring in visitors from surrounding communities. The Chamber reports that the most recent Margarita Partyville event brought 65 people from a 16 different communities into downtown Antioch businesses. Antioch residents typically make up 25% of Chamber event attendees.

The Antioch Lions Club and the Rotary Club of Antioch also host a number of fundraisers that were not included in this survey.

Here is what we heard:

### ***What Residents Love:***

The events in Antioch bring community members together and build a sense of belonging to this place. They are often free or low-cost and offer a variety of activities for families and individuals—whether that be live music, food, shopping, or recreational opportunities. The median score for all events was 3.59 out of 5.

- *“People get together downtown and support local businesses.”*
- *“Large events such as the 4th of July parade and firework show brings not only the Village of Antioch community together to celebrate, it also brings attracts people from surrounding communities.”*

### ***What Residents Want to See Change:***

Many respondents expressed the desire for events to be updated and re-imagined. Other suggestions included less of an emphasis on drinking-oriented activities and more events or programming for families and kids.

- *“I would like to see less events that revolve around alcohol. I don't like the idea of our town being known for that. I would love to see more family friendly events! Especially ones where the whole family and all types of families can attend together rather than specific combos like father-daughter, mother-son, etc. it doesn't feel very inclusive if you're family doesn't look like that. More diversity and representation in events would be beautiful to see.”*



## How Residents Hear About Events:

Most survey participants find out about events via the Village Facebook page (123), Friends/Family (71), the Village website (49) and other social media pages (36). The least selected choice is Newspaper/Radio (5). More targeted communication around events and programming is needed.

- *“Advertising is needed. You really need to get the word out to people if you want participation in events.”*

## Event Ranking:

Overall, respondents give Antioch events of 3.59/5 stars. The individual ranking for all events is highlighted to the right. In addition to each events ranking, the number of responses indicate how many people know of and attend each event. While many of the lowest ranking events have low responses as well (these include most of the women-focused drinking events), the Dickens Holiday Village has both a low ranking and a high response rate. The Antioch Chamber of Commerce already has plans to rework this event and combine it with Kringle's Christmas for 2021.

## ACTION ITEMS:

- Work with events managers in Antioch to remove or redesign any event with a ranking lower than 3/5.
- Reference ideas for new events to replace them on page 16.
- Strive for more family friendly events and fewer gendered events.
- Improve advertising—both locally and regionally—for all events.



## ANTIOCH EVENTS:

*ranked from highest (5) to lowest (1)*

EVENT NAME	RATING	RESPONSES
4th of July Parade	4.34	132
It's Thursday Concert Series	4.12	121
Taste of Summer	3.99	116
Wine Walk	3.81	95
Vintage Fair	3.60	45
Champagne & Chocolate Holiday	3.60	65
Teen Flashlight Egg Hunt	3.56	45
Mother Son Bowling	3.43	44
Eggcellent Easter Adventure	3.42	66
Wizards Weekend	3.40	50
Antioch Street Market	3.37	115
Easter Parade	3.37	95
Kringle's Christmas	3.32	97
Sawmill Tours	3.30	46
Mother Daughter Bingo	3.14	46
Witches Night	3.10	29
Camping Under the Stars	3.03	33
Daddy Daughter Bingo	3.00	33
Miss, Jr. Miss, Little Miss Antioch	2.98	52
Scrapping & Crafting Day	2.89	37
Breakfast & Beer Walk	2.87	45
Tipsy Elves	2.63	27
Margarita Partyville*	2.54	26
Dickens Holiday Village	2.46	118
Dancing Queens Night Out	2.36	25
Princess' Night Out*	2.31	29

*\*NOTE: These events had not yet occurred at the time of the survey, so survey responses are based solely on the name of the event.*



## 4.2 CONSIDER NEW EVENTS FOR ALL SEASONS

*September—December 2021, Ongoing*

As events are redesigned or replaced, consider the following ideas for new events that came from the community survey.

### *Winter Event Ideas:*

- **Film Festival** at Antioch Theater
- **Progressive Dinner**—a dinner itinerary throughout different locations in downtown
- **Painting classes** with coffee
- **Fire + Ice**—Activities that involve ice, such as Ice fishing, ice skating, ice sculpture, snowman contest, along with hot chocolate or hot cider.
- **New Year's Eve party** or countdown
- **Winter Market** with lights
- **Trips to Wilmot**

### *Year Round Event Ideas:*

- **Fitness Events**—such as walks and runs, bikes, Pilates, and Zumba in the park.
- **Fairs and markets that promote healthy and active lifestyles**—such as farmer markets, health fairs promoting local gyms, yoga, physical therapy, alternative healthcare providers
- **Annual family-friendly festival** that celebrates the **history** of the Village
- Events using **Crowd Activated Interactive Games Enhanced Technology**
- **Community Talent Show**—"Antioch's Got Talent" for local dancers and singers and more
- **Movies in the Park**
- **Mural Painting events**
- **Events on the Lakes**—such as kayaking races or tours, inner-tube floats, and more.

### **ACTION ITEMS:**

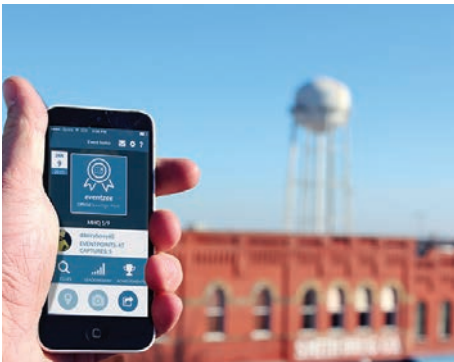
- Using these ideas as a starting point, work with event coordinators to identify 1-2 new winter events and 1-2 new year round events that could be feasibility implemented.
- Incorporate the Antioch's brand personality into the design and programming of the events.
- Consider event branding that connects to the Antioch brand.



## 4.3 INVEST IN PROGRAMS THAT CELEBRATE ANTIOCH'S CHARACTER

*Fall 2021, Spring 2022, Ongoing*

Placemaking is a way to deepen connection to place. In Antioch, that means celebrating its history, culture, and the people and businesses that make it authentic by nature. The following ideas for new events and programming—built on resident feedback about current events celebrate Antioch and strengthen the already-abundant assets in your community.



### **UNCOVER ANTIOCH:** **Scavenger Hunt to** **Discover Local Legends** **& Lore**

*Themes: Storied / Nostalgic / Collective*

Uncover Antioch combines physical temporary installations with a digital app, Eventzee, to gamify exploring Antioch and learning about its rich history.



### **GHOSTED: Creating** **Downtown Destinations** **Through Ghost Signs**

*Themes: Storied / Nostalgic*

Ghosted is an initiative to refresh Antioch's existing ghost signs, and design new signs inspired by Antioch's past to adorn additional Downtown Alleys and beyond. A ghost sign is an old hand-painted advertising sign that has been preserved on a building for an extended period of time. This initiative will restore existing ghost signs and add new ghost signs to the Downtown area, including branding the side of Village Hall.



### **RECLAIMED SPACES:** **A New Vision for the** **Antioch Skate-park**

*Themes: Collective / Evolving*

Throughout our stakeholder conversations we continued to hear two things—that there needs to be more places for Antioch teens to hangout, and that the Antioch Skate-park is not safe. Looking at the skate-park, it is not surprising why this dichotomy exists—the park looks dis-invested and uncared for. This program works with local teens to co-design a new look for the park.

### **ACTION ITEMS:**

- Advance existing proposals to align projects with proposed timelines.
- Advertise programs both locally and regionally, working with Explore Lake County and other communications partners.

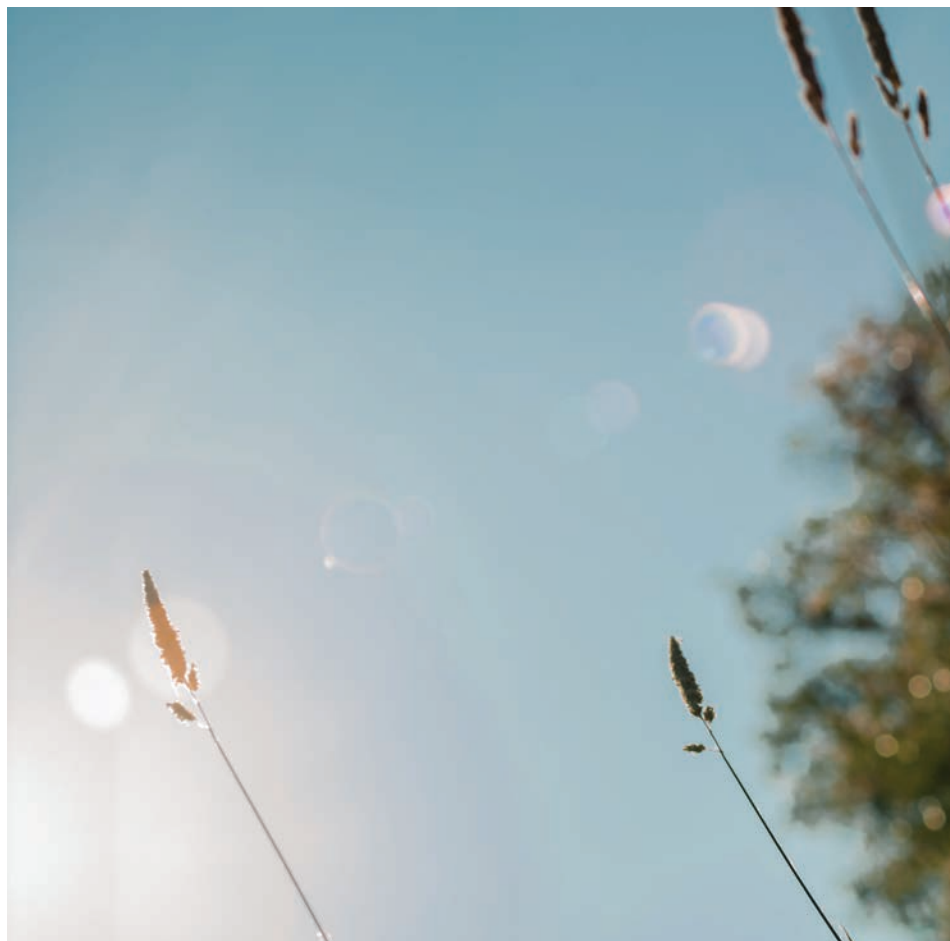
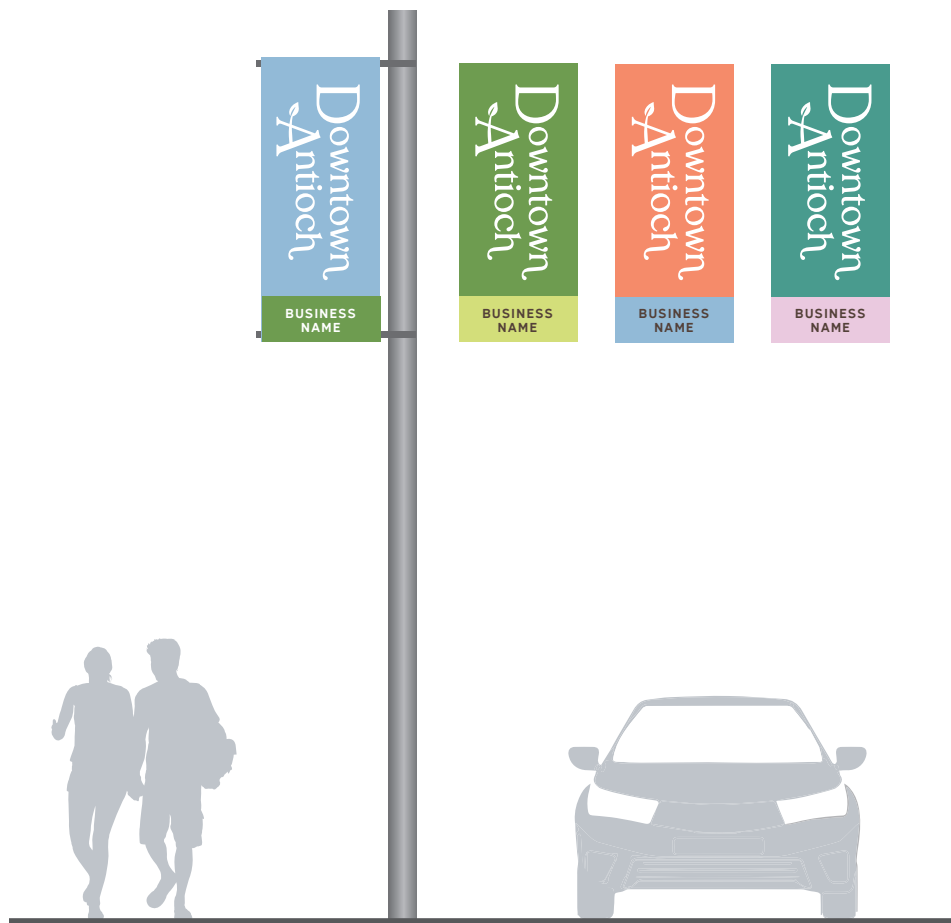
## 4.4 INCORPORATE THE ANTIOCH BRAND THROUGHOUT DOWNTOWN STREETSCAPE

### *Ongoing*

The identity and messaging of Antioch developed through this process should be incorporated into downtown's physical realm, including signage and branded street furniture. As conceptual and schematic designs are proposed as a part of the ongoing Downtown Beautification process, the Antioch Brand Guide and supporting collateral should be used as a starting point for the design of signage and street furniture. The overall look and feel of streetscape designs, as well as new developments, should draw inspiration from the brand personality.

### **ACTION ITEMS:**

- Share Antioch Brand Guide and Marketing Plan with consultants working on existing and upcoming beautification work.
- Use the brand personality words (relaxed, storied, nostalgic, big-hearted, and evolving) as an "aesthetic check" on physical improvements in the Village.





# MARKETING IMPLEMENTATION

WHAT	NEXT STEPS	PARTNERS	BUDGET	TIMELINE
<b>OBJECTIVE 1: Reorganize Around Central Communications Hub</b>				
<b>1.1 ESTABLISH EXPLORE ANTIOCH</b>	<ul style="list-style-type: none"> <li>Establish buy-in from Chamber and Economic Development Task Force</li> <li>Familiarize Village Communications Staff with initiative</li> </ul>	Communication Staff Antioch Chamber of Commerce Economic Development Task Force Shop Antioch	-	August—September 2021
<b>1.2 CREATE EXPLORE ANTIOCH WEBSITE</b>	<ul style="list-style-type: none"> <li>Use SquareSpace to create website template and purchase domain name—exploreantiochil.com</li> <li>Use photography from Carole Lynn to populate the website</li> <li>Brand the website using Brand Guidelines</li> <li>Utilize Squarespace web designer to customize pages and graphic designer, as needed</li> </ul>	Communication Staff Contract Designer	\$15,000-\$30,000	September—November 2021
<b>1.3 ESTABLISH EXPLORE ANTIOCH SOCIAL CHANNELS</b>	<ul style="list-style-type: none"> <li>Create social accounts on Instagram and Facebook (Consider shifting existing Shop Antioch page into Explore Antioch_</li> <li>Promote social accounts on existing pages, such as Absolutely Antioch, as well as on the website and in e-newsletters.</li> <li>Create content calendars, planning 1-2 months ahead. Consider scheduling posts ahead of time using the Facebook for Business suite.</li> <li>Use social accounts to boost content that attracts your target audiences, such as excellent photography of places to visit in Antioch that link back to itineraries on the website.</li> </ul>	Communication Staff Shop Antioch	-	September—October 2021
<b>1.4 ESTABLISH COLLABORATIVE EVENTS CALENDAR</b>	<ul style="list-style-type: none"> <li>Once website is live, sign up for calendar app.</li> <li>Identify where to source events from, and reach out to key people/organizations to submit events .</li> <li>Send reminder emails to key people/organizations monthly requesting event submissions.</li> </ul>	Communication Staff Antioch Chamber of Commerce Public Library Community Organizations	\$10-\$20 per month	January—February 2022, Ongoing
<b>1.5 EXPAND INTO TRADITIONAL MARKETING</b>	<ul style="list-style-type: none"> <li>Consider which social posts should be boosted based on content, and explore the Facebook Ads platform to boost to Facebook and Instagram</li> <li>Identify local and regional influencers, looking for people with more than 15k followers whose interests and personality align with those of your target audiences</li> <li>Craft content for print marketing piece and work with a graphic designer to layout</li> <li>Explore the iHeardRadio ad builder to craft radio ads, using the brand story as a guide for copy, including a strong call-to-action</li> </ul>	Communications Staff Visit Lake County Contract Designer/Creative	Social Marketing: \$1.5k yearly Print Marketing: \$5k yearly Radio Ads: \$1.5k yearly Influencers: \$1.5k yearly Promotional Video: \$15k	Summer 2022, Ongoing

WHAT	NEXT STEPS	PARTNERS	BUDGET	TIMELINE
<b>OBJECTIVE 2: Focus on Inbound Marketing</b>				
<b>2.1 CHANGE THE NARRATIVE</b>	<ul style="list-style-type: none"> <li>Use brand language on Village Website, at Village Board Meetings, in Event Marketing, on Social Media, and in Press Releases</li> </ul>	Communication Staff Antioch Chamber of Commerce Board of Trustees	Operating Expenses	Ongoing
<b>2.2 ENGAGE WITH RESIDENTS ON SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>Update Village guidelines on responding to social media comments.</li> <li>Outline Village responses to different types of comments.</li> <li>Always answer direct questions.</li> <li>Grow your followers through boosted posts, active sharing, and inviting people in other Antioch Facebook groups to like your page.</li> </ul>	Communication Staff	Operating Expenses	Ongoing
<b>2.3 BUILD PUBLIC RELATIONS CAPACITY</b>	<ul style="list-style-type: none"> <li>Consider content, angle, and timing.</li> <li>Build a media list.</li> <li>Identify key writers and build relationships.</li> <li>Send pitches, not press releases.</li> <li>Highlight photos and visuals.</li> <li>Share, share, share.</li> </ul>	Communication Staff	Operating Expenses	Focus starting in early 2022, Ongoing
<b>2.4 EXPAND THE PRESENCE OF THESE COMMUNICATIONS STRATEGIES</b>	<ul style="list-style-type: none"> <li>Reinstate quarterly communications check ins among various village agencies, including: Public Library, Township, Parks Department, Village, and Chamber.</li> <li>Share marketing plan, brand guide, and photography library with Visit Lake County.</li> <li>Encourage Visit Lake County to promote the Explore Antioch website and social pages.</li> </ul>	Public Library Antioch Township Parks Department Chamber of Commerce Visit Lake County Fire Department	Operating Expenses	Ongoing
<b>OBJECTIVE 3: Improve Village of Antioch Digital Communications</b>				
<b>3.1 SHIFT CONNECTIONS MAGAZINE TO A MONTHLY E-NEWSLETTER FORMAT</b>	<ul style="list-style-type: none"> <li>Convene all Connection Magazine partners and gain consensus on new direction</li> <li>Work with existing contractor to adjust their scope and role</li> <li>Message the change consistently through all taxing bodies'</li> <li>Encourage sign-ups for the Connections e-newsletter on all taxing entities' websites and social media pages</li> <li>Share the e-newsletter on all entities social pages</li> </ul>	Communications Staff School District Fire Department Antioch Township Public Library	Reallocate existing budget	September—November 2021
<b>3.2 INCREASE OVERALL COMMUNICATION</b>	<ul style="list-style-type: none"> <li>Increase staff capacity by hiring a dedicated communications person (in progress).</li> <li>Coordinate among departments to identify public updates that can be and should be shared.</li> <li>Develop monthly communication calendars to coordinate updates among social media, e-newsletter, and plan media pitches.</li> </ul>	Communications Staff Village Departments	Operating Expenses	Ongoing



WHAT	NEXT STEPS	PARTNERS	BUDGET	TIMELINE
<b>3.3 MAKE TARGETED UPDATES TO THE VILLAGE OF ANTIOCH WEBSITE</b>	<ul style="list-style-type: none"> <li>• Prepare a content audit.</li> <li>• Combine Calendars.</li> <li>• Modernize Online Ordinances.</li> <li>• Update Branding.</li> </ul>	Communication Staff Contract Designer/ Developer	\$10,000- \$30,000	August— September 2021 (branding) January— March 2022
<b>3.4 TARGET SOCIAL MEDIA CONTENT TO DIFFERENT CHANNELS</b>	<ul style="list-style-type: none"> <li>• Use the matrix as social content is developed and shared</li> <li>• Know your audience (see page 5). Consider them when crafting content</li> </ul>	Communication Staff	Operating Expenses	Ongoing
<b>OBJECTIVE 4: Think Strategically about Events &amp; Placemaking</b>				
<b>4.1 MAKE CHANGES TO ANTIOCH'S REGULAR PROGRAMMING</b>	<ul style="list-style-type: none"> <li>• Work with events managers in Antioch to remove or redesign any event with a ranking lower than 3/5.</li> <li>• Reference ideas for new events to replace them on page 16.</li> <li>• Strive for more family friendly events and fewer gendered events.</li> <li>• Improve advertising—both locally and regionally—for all events.</li> </ul>	Village Events Coordinator Communication Staff Antioch Chamber of Commerce	Operating Expenses	September— December 2021, Ongoing
<b>4.2 CONSIDER NEW EVENTS FOR ALL SEASONS</b>	<ul style="list-style-type: none"> <li>• Using these ideas as a starting point, work with event coordinators to identify 1-2 new winter events and 1-2 new year round events that could be feasibility implemented.</li> <li>• Incorporate the Antioch's brand personality into the design and programming of the events.</li> <li>• Consider event branding that connects to the Antioch brand.</li> </ul>	Village Events Coordinator Communication Staff Antioch Chamber of Commerce Visit Lake County	\$15,000- \$60,000	September— December 2021, Ongoing
<b>4.3 INVEST IN PROGRAMS THAT CELEBRATE ANTIOCH'S CHARACTER</b>	<ul style="list-style-type: none"> <li>• Advance existing proposals to align projects with proposed timelines.</li> <li>• Advertise programs both locally and regionally, working with Explore Lake County and other communications partners.</li> </ul>	Village Events Coordinator Communication Staff Visit Lake County	\$12,000- \$60,000	Fall 2021, Spring 2022, Ongoing
<b>4.4 INCORPORATE THE ANTIOCH BRAND THROUGHOUT DOWNTOWN STREETSCAPE</b>	<ul style="list-style-type: none"> <li>• Share Antioch Brand Guide and Marketing Plan with consultants working on existing and upcoming beautification work.</li> <li>• Use the brand personality words (relaxed, storied, nostalgic, big-hearted, and evolving) as an "aesthetic check" on physical improvements in the Village.</li> </ul>	Village Staff The Lakota Group and other Consultants	Downtown Beautification Budget	Ongoing



ANTIOCH, IL

